

June 15, 1964

David Hardy, Esq.  
Messrs. Shook, Hardy, Ottman,  
Mitchell & Bacon  
915 Grand Avenue  
Kansas City 6, Missouri

*Pub rela*

Dear Dave:

Thank you for the material which you sent me in connection with the "Ban Tar" cigarette holder.

Philip Morris is familiar with this product and the principles involved therein. As you probably know, similar devices have been marketed from time to time in the past, although each differed somewhat as to its physical construction and filtration principles.

As a matter of fact, Philip Morris has, in various stages of experimentation or development, prototype cigarettes incorporating many of such principles in actual cigarette filter plugs. Of course, whether any such products are actually marketed will turn upon our ability to resolve the technical and production difficulties encountered when mass production is attempted.

I want to thank you personally for calling this product to our attention and ask that you extend our thanks to your friends in Exitar Corporation.

Very truly yours,

TFA/gsu

2010070121